



NEWS RELEASE

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Toying with Prosperity

Santa Ana, Calif. – Mark Dinges, owner of California Creations was tired of his daily drive from Newport Beach to Brea, where his toy and gift marketing and distribution company was based. So he found a 5,000 square-foot warehouse facility in Tustin, which doubled his total space and cut his commute in half. Now, settled in its new corporate home, California Creations continues to prosper, pleasing its 15,000 customers, which include Walmart, K-Mart and small retail stores.

Dinges purchased the building with a \$560,000 SBA 504 loan financed through CDC Small Business Finance. The SBA 504 loan program provides long term fixed rate financing for the purchase of fixed assets, land and buildings.

California Creations started in 1975. Mark Dinges is the second generation owner who bought the business from his parents in 1991. Mark started selling in trade shows at the age of 13 and has been selling ever since. California Creations provides professional services to the manufacturers of the toy, gift, souvenir, housewares and allied industries by making available assistance in sales, marketing, distribution, administration and financing. California Creations participates in 50 trade shows a year and has over 600 sales representatives throughout the country. They are developing new products every day including among other things an electronic picture frame, a miniature fireplace and a full line of solar powered products.

For more information on SBA programs call the Santa Ana District Office at (714)550-7420 or visit our website at www.sba.gov.